

# 1997 Results

<u>'97 MAJOR EVENTS</u>	<u>Date</u>	<u>Attendance</u>
SOUTH CAROLINA SPACE STATION TRAILER TOUR		
Greenville, SC (Roper Mountain Science Museum)	Jan. 6-7	1,771
Spartanburg, SC (Spartanburg Science Center)	Jan. 9-10	2,420
Rock Hill, SC (Museum of York County Planetarium)	Jan. 12-13	2,494
Charleston, SC (Patriot's Point Museum)	Jan. 21-22	3,025
Columbia, SC (South Carolina State Museum)	Jan. 24-26	9,531
Florence, SC (Florence Air & Missile Museum)	Jan. 27-28	3,224
GRAPHICS OF THE AMERICAS '97, Miami Space Station Trailers	Jan. 16-18	6,700
Note: Sponsored by the Printing Association of Florida. Two hundred PAF staff and board members and their guests visited the exhibit on Sunday, January 19. In addition, we hosted 500 high school students invited by the PAF. An estimated 20,000 international graphics and printing professionals from the United States and 80 other countries attended the event. Fifty percent of the attendees were from the Caribbean and Latin America.		
ASSOC. OF SCH. SUP. & ADMINISTRATORS Strategic Enterprises Theme Exhibit, Orlando	Feb. 14-16	5,000
Note: This was the debut of our new 40'x40' display.		
INLAND PRESS, Phoenix Space Station Trailers	Feb. 24-26	600
Note: In support of JSC request and Shannon Lucid speaking opportunity. This closed event included 600 publishers, editors and owners of Mid-west media outlets.		
WESTERN FARM SHOW, Kansas City Strategic Enterprises Theme Exhibit MTPE speaker from Goddard	Feb. 22-24	40,000
AMER. PHARMACEUTICAL ASSOC., L.A. Theme Exhibit and microgravity display	Mar. 8-12	7,500

Note: Microgravity sent one technical expert staffer, and a display on microgravity research being done at Marshall. Displays and forum session are being negotiated for next year.

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ASSOC. OF MANUFACTURERS, Chicago Space Station trailers and TU Exhibit	Mar. 10-13	20,000
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Note: We displayed the Space Station exhibit trailers at the National Plant Engineering & Management Show. Along with our exhibit we featured MSFC's Technology Transfer exhibit. Wednesday, March 12, was touted as "Space Exploration Day" at the convention. NASA provided Dan Goldin as a keynote speaker. We sent a media representative to staff the newsroom and to support a press conference for Goldin at the convention.

CHICAGO/ILLINOIS SPACE STATION TRAILER TOUR

Adler Planetarium, Chicago	Mar. 15-16	3,261
Loyola University, Rogers Park, IL	Mar. 17-18	1,000
Lake County College, Highland Park	Mar. 21-22	4,872

Note: Our Space Station Trailer Exhibit remained in the Chicago area following the Manufacturers Convention, and was displayed at Loyola University in Rogers Park and Lake County College in Highland Park. Despite snow and stormy weather, more than 7,600 people visited the trailers including six members of U.S. Rep. John Porter's (R) staff, the mayor of Highland Park, and 300 students from four area schools. Additionally, exhibit staffers visited area classrooms and spoke with an additional 1,400 students. Reporters from the Chicago Tribune (Metro Edition), the Chicago Tribune (Lake Edition), the Highland Park News, and a Chicago local cable access channel, also visited the trailers and have done or will be doing stories. The media interest was the result of an advisory we issued in the Chicago area.

COLLEGE OF PHYSICIANS, Philadelphia Theme Exhibit and Medical Spin-offs display	Mar. 22-25	7,000
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NAT'L SCIENCE TEACHERS ASSOC, New Orleans Space Station trailers, RLV exhibit	Apr. 3-5	7,548
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BAYBROOK MALL, Houston, TX Strategic Enterprises Theme Exhibit	Apr. 11-23	10,000 est
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Note: Johnson Space Center request for support

CALIFORNIA/OREGON SPACE STATION TOUR

San Diego, Balboa Park	Apr. 18-20	10,140
Dryden Research Center, CA	Apr. 22-23	3,390

# CALIFORNIA/OREGON SPACE STATION TOUR (continued)

El Toro Air Show, Santa Ana	Apr. 25-27	27,700
JPL, Pasadena, CA Note: Scheduled maintenance	Apr. 28-May 1 Apr. 28-29	3,100
Griffith Park, Los Angeles	May 3-4	11,000
Ames Research Center, Mountain View, CA	May 6-7	5,300
Boardwalk, Coos Bay, OR	May 10-11	8,200
Lane Planetarium, Eugene, OR	May 13-14	7,300
Oregon Museum of Science and Industry Portland, OR	May 16-17	2,800

Note: Volunteers from McDonnell Douglas staffed at the El Toro Air Show. Alhambra mayor Paul Talbot and Pasadena Council member Anne Marie Villicana visited while at JPL. Although the heavy attendance at El Toro was due mostly to the record-breaking 2.5 million gate attendance, the VIP and media visits in Pasadena and Los Angeles were a direct result of our outreach partnerships with JPL and Griffith Park. At Ames, we arranged special tours for the local League of Women Voters & Stanford University Sloan Fellowship students. ABC World News This Morning profiled the trailers in a segment that was rebroadcasted by ABC affiliates in Springfield (Mass.), Denver, San Francisco, Houston, Pittsburgh and Harrisburg. Additionally, several San Francisco and San Jose area media visited the exhibit and spoke with NASA representatives and visitors. Ten VIPs, including the mayor, city manager and city councilpersons from Coos Bay toured the exhibit May 9. A large portion of the Eugene, OR totals were attendees at a nearby Student Achievement Convention (science fair). Three television stations, two radio stations, and the Eugene Register-Guard newspaper all covered the exhibit. Media interest resulted from a release and media advisory we issued to Eugene area media on the exhibit. The Portland numbers included 2000 students and three Congressional staffers from Sen. Ron Wyden's office. We contacted Congresswoman Elizabeth Furse's office but have no reports whether or not anyone from her staff visited. Portland Channels 8 (NBC) and 2 (ABC) walked through the trailers May 16 and footage appeared on their May 17 6p.m. newscasts.

AMER. SOC of MICROBIOLOGISTS, Miami, FL	May 5-7	5,100
Enterprise Theme Exhibit		(15,000 attended)

Note: Monsi Roman, Marshall's microbiologist for the Space Station's water recovery system staffed the exhibit and talked with visitors. We arranged an interview at the exhibit, in Spanish, for a segment on the Telemundo Network's "Special Edition" program. The program airs in New York, Los Angeles, Miami, Chicago, and throughout Latin America. We also orchestrated a number of interviews with science and microbiology publications who had reporters covering the conference. We took Carol

Colgan, Director of the American Academy of Microbiologists, on a special tour of the exhibit. The AAM is the organization that certifies microbiologists in the U.S.

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COLORADO SPACE STATION TRAILER TOUR		
Trinidad State Jr. College Trinidad, CO	Apr. 10-11	1,200
Alamosa, CO	Apr. 13-14	2,200
Mesa State College Grand Junction, CO	May 21-22	4,350
Town Hall, Glenwood Springs	May 24-25	2,100
Granby High School, Granby, CO	May 27-28	2,942
Colorado State University Fort Collins, CO	May 31-June 1	7,000

Note: Included in the Grand Junction number are 25 school groups. We notified the offices of Congressmen David Skaggs, Joel Hefley and Dan Schaefer, as well as Senators Wayne Allard and Ben Campbell that we would be in Grand Junction. We provided a tour for three members of Congressman Scott McGinnus' staff while we were in Glenwood Springs. The majority of the Grandy visitors were from local schools. A Space Station story, obviously based on our advance release, appeared in the Sky High News May 22. In Ft. Collins, we sparked articles in the Reporter-Herald, with our pre-event release also appearing in the Denver Post and Coloradoan May 30. The Denver Lockheed-Martin public relations director arranged for two Lockheed science principle investigators to augment staffing in Ft. Collins and they were joined by Dr. Bob Phillips, former chief scientist for Space Station, who lives in the area. Keith Johnson, a staffer for Sen. Ben Campbell, visited and was given a special tour in Ft. Collins. Andrew Saur, Reporter-Herald, interviewed MSFC PAO about the Space Station exhibit trailers coming to Ft. Collins. We hooked him up with Dr. Bob Phillips and two local Lockheed Martin science principle investigators, resulting in a half-page article with photos in the May 29 issue. Brian Larsen, KUNC Radio (NPR) interviewed a Space Station exhibit staffer in the exhibit and Dee Dee Correll, Reporter-Herald, and Jill Mott, The Coloradoan, interviewed staffers for their May 31 issues.

AMERICA's BREADBASKET SPACE STATION TRAILER TOUR		
Sioux City, IA	Jun.4-5	n/a
Note: Scheduled maintenance stop. Not open to public.		
Sioux Falls, SD	Jun. 6-7	7,900
Western Iowa Tech Community College Sioux City, IA	Jun. 9-10	4,947

# AMERICA's BREADBASKET SPACE STATION TRAILER TOUR (cont)

Council Bluffs, IA	Jun. 11-13	3,191
Science Center of Iowa, Des Moines, IA	Jun. 15-16	4,180
North Iowa Area Community College Mason City, IA	Jun. 18-19	10,089
Grout Museum, Waterloo	Jun. 21-22	4,300
Cedar Rapids, IA	Jun. 24-25	7,500
Debuque County Extension Office	Jun. 27-28	3,168

Note: The Space Station exhibit trailers were in Sioux City and Council Bluffs, IA, June 9-10 and 11-12, respectively. In Sioux City, 4,947 people toured the trailers. This number included visits by KWIT Radio, a remote broadcast in the exhibit by KGLI-FM, KTIV -TV (NBS); and KCAU-TV (ABC). The local Sioux City Journal ran an article about the exhibit June 10. More than 3100 people visited the exhibit in Council Bluffs. Included were reporters from Omaha Channel 3 (CBS), Cox Channel 2, Fox Channel 42, the Omaha World Herald, RTBN Radio (Radio Talking Book Network) and the local Council Bluffs newspaper. Staff members from the local offices of Senator Chuck Grassley and Rep. Greg Ganske also visited. Staffers keep the exhibit open later than usual after a group of Space Trek technology teachers from Dana College, Blair, NE -- who had driven 500 miles from Nebraska to see the exhibit -- showed up at the end of the day. The local ABC and CBS affiliates aired stories and the CBS affiliate broadcasted live from the exhibit. Reporters for five radio stations interviewed our staffers, as did a reporter from the local Globe Gazette. In Waterloo, the director of Senator Grassley's regional office, Fred Schuster, and his family, visited. The Waterloo Courier and the local NBC affiliate sent reporters and we supported a live broadcast from the exhibit by an FM radio station. Staffers from Senator Tom Harkin's local office, Congressman Nussle's office in Des Moines, and two from Congressman Boswell's Des Moines and Ocala offices walked through in Des Moines. A radio talk show syndicated on 53 stations interviewed one of our staffers about the Station. The local ABC and NBC affiliates and the Des Moines Register covered the visit; coverage included a second place in the paper's "Top 5 Things to do in Des Moines This Weekend." Staffers from Congressman Jim Leach's offices in Iowa City, Davenport and Cedar Rapids, and staffers from Senator Grassley's field office, in Cedar Rapids. In Dubuque, IA, June 27-28 -- our last stop in the Iowa tour -- one of Sen. Tom Harkin's local staffers visited as did Dubuque's KFXB (FOX) and the Telegraph Herald.

BIO '97, Houston, TX Microgravity exhibit	Jun. 16-18	900
AIAA CONFERENCE, Seattle, WA RLV & Propulsion exhibits	Jul. 6-8	1,500
CHEAP ACCESS TO SPACE CONF, RLV/ASTP Exhibit, Wash. DC	Jul. 21-22	3,500

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SPACE TECH. & APPLICATION FORUM SEE Exhibit, Snowmass, CO	Jul. 22-23	1,800
RLV ENVIRONMENTAL IMPACT MEETINGS, Idaho RLV backdrop and model	Jul. 25- Aug	5,000
EAA ANNUAL CONVENTION, Oshkosh, WI Space Station trailers, RLV exhibitry and hardware Note: More than 30,000 people toured the trailers and an estimated 200,000 visited our other exhibits in the NASA Hangar. Additionally, local television and print media covered our Space Station and other space exhibits.	Jul. 31-Aug. 6	231,000
BALLUNAR FESTIVAL and JSC OPEN HOUSE Space Station trailers	Aug. 23-24	5,000
I'NAT'L CONGRESS OF BIOCHEMISTRY & MOL. BIO.	Aug. 24-28	1,200
THE BIG E EXPO, Springfield, Mass Space Station trailers Note: This was a combined Marshall and Johnson Space Center effort requested and spearheaded by the Station Program. Marshall and Johnson staffers, along with representatives from some of the Station contractors, explained the ISS program and placed current news reports about Mir into context of NASA's longer-range goals.	Sept 12-28	184,000
AIR FORCE ASSOCIATION ANNUAL CONVENTION RLV/ASTP exhibit and hardware	Sept. 16-18	10,000
KODAK INTERNATIONAL BALLOON FIESTA, Albuquerque Space Station Trailers Note: Marshall staffers supported two live television reports about the exhibit from the park site. In addition, three school groups visited the exhibit.	Oct. 4-12	28,094
I'NAT'L ASTRONAUTICAL CONGRESS & CONVENTION Turin, Italy 1:1 walkthrough Space Station module Note: Italy's president, Administrator Goldin, and more than 1,000 school students, visited the International Space Station module in the Agency's NASA exhibit at the International Aeronautical Congress (IAF). Appx. 16 school groups were given tours of the Space Station module mockup. Additionally, numerous Italian national media organizations covered the exhibit & Italian president/NASA administrator's visit.	Oct 6-10	65,000
DRYDEN & EDWARDS AIR FORCE BASE OPEN HOUSE RLV/ASTP Exhibit	Oct 18-19	5,500
ASSOC. of SCIENCE & TECHNOLOGY CENTERS, St. Louis 8x10 booth for NASA Exhibits	Oct 18-21	3,500
NAT'L COUNCIL of TEACHERS of MATH, Memphis	Oct 23-25	3,000

# NASA Enterprises' Summaries popup

<u>'97 MAJOR EVENTS</u>	<u>Date</u>	<u>Attendance</u>
ALABAMA A&M - SPACE DAY Space Station Trailers, RLV Model and Shuttle models	Nov. 8	2,400
TENNESSEE AQUARIUM, Chattanooga Mobile Shuttle	Nov. 10-21	15,000
JSC EXPO RLV/ASTP 20' exhibit and hardware	Nov. 12-14	2,500
TECHNOLOGY PARTNERING CONF, San Jose, CA RLV backdrop and 8' X-33 model	Nov. 12-14	600
KANSAS CITY MUSEUM, Kansas City Space Station Trailers Note: Rep. Karen McCarthy of the Kansas' 5th Congressional District, toured the trailers at the Kansas City Museum, Missouri. A local NBC reporter and camera crew also visited the trailers. Twenty-seven school groups came through the trailers between March 19 and 21, including a special tour of the Kansas State School for the Deaf. Staffers received daily status reports on the USMP-4 Spacelab mission and referenced the mission in their discussions of important microgravity research that will be transitioned to Space Station.	Nov. 12-25	10,500
1997 CONGRESS of CITIES, Philadelphia Space Station Trailers	Dec. 5-6	5,500
SOUTHEAST AREA NSTA, Nashville Spacelink popup Note: Education set up and staffed this event.	Dec. 4-6	5,000
People reached with exhibits between June 1 and Dec. 31:		442,769